

LAW OFFICES OF  
**McGINN INTELLECTUAL PROPERTY LAW GROUP, PLLC**

A PROFESSIONAL LIMITED LIABILITY COMPANY  
PATENTS, TRADEMARKS, COPYRIGHTS, AND INTELLECTUAL PROPERTY LAW  
8321 OLD COURTHOUSE ROAD, SUITE 200  
VIENNA, VIRGINIA 22182-3817  
TELEPHONE: (703) 761-4100  
FACSIMILE/DATA: (703) 761-2375; 761-2376  
E-MAIL: ADMIN @ MCGINNIPLAW.COM  
SENDER'S E-MAIL: JHOWARD@ MCGINNIPLAW.COM

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SEAN M. MCGINN  
PHILLIP E. MILLER†  
FREDERICK E. COOPERRIDER†  
JAMES E. HOWARD†  
JOHN J. DRESCH  
SCOTT M. TULINO  
DONALD J. LECHER  
PETER F. MCGEE†  
JOHN W. FITZPATRICK†  
DONALD A. DIPALA†  
†MEMBER OF BAR OTHER THAN VA

December 26, 2006

**VIA FACSIMILE**

To: Examiner Arrienne M. Lezak  
Group Art Unit: 2143  
U.S.P.T.O.

Facsimile No.: (571) 273-8300

From: James E. Howard

Facsimile No.: (703) 761-2375 or 76

Re: Enclosed Request for Reconsideration  
U.S. Patent Application Serial No. 09/987,407  
Docket No.: PNDF-01180

Dear Examiner Lezak:

Enclosed for filing is a Request for Reconsideration in response to the Final Office Action mailed on October 23, 2006, which should place the above-referenced case in condition for allowance.

Thank you in advance for your kind consideration on this case.

Very truly yours,

  
James E. Howard

JEH/geb  
Enclosures  
Total pages transmitted: 10

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## In re Application of

Moriaki Shimabukuro

Serial No.: 09/987,407

Group Art Unit: 2143

Filed: November 14, 2001 Examiner: Lezak, Arrienne M.

For: VOICE BANNER ADVERTISEMENT SYSTEM AND VOICE BANNER  
ADVERTISEMENT METHODHonorable Commissioner of Patents  
Box AF  
Alexandria, VA 22313 - 1450**REQUEST FOR RECONSIDERATION**

Sir:

This paper is in preparation for imminent appeal and in response to the Office Action dated October 23, 2006.

Claims 1-20 are all the claims presently pending in the application. Claims 1, 4, 6, and 14 are independent.

Applicant notes that, notwithstanding any claim amendments herein or later during prosecution, Applicant's intent is to encompass equivalents of all claim elements.

Claims 1-20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the Logan et al. reference in view of the Leeke et al. reference and in further view of the Bates et al. reference.

This rejection is respectfully traversed in the following discussion.

**I. THE CLAIMED INVENTION**

A first exemplary embodiment of the claimed invention, as defined by, for example, independent claim 1, is directed to a voice banner advertisement system for performing an advertisement with voice. The system includes a Web server and a user terminal. The Web server includes a Web page data transmission means for constituting Web page data comprising contents data and banner advertisement data to be offered to a user and transmitting the Web page data, and history information recording means for recording as history information the number of times which a banner advertisement is transmitted. The user terminal includes a communication means for performing data communication with the